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## MEDIA QUESTIONNAIRE

# BACKYARD LIVING EXPO 2020

April 3-5, 2020

The International Centre, Mississauga

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Participation in the Backyard Living Expo creates opportunities to increase the awareness of your company among key stakeholders, including current and potential customers and the media. Press coverage generates additional exposure, allowing you to reach extended target audiences and the general public. Public relations is an avenue to expand interest in your product or company and to differentiate your message in a crowded marketplace.

The Backyard Living Show would like to share your stories with the media when possible.

Please answer the following questions:

1. Name of company and spokesperson
2. What is the product or service you offer and why would you consider it newsworthy?
3. Will you be launching a new product or service at the Backyard Living Expo?
4. What is your customer base/demographic/audience?
5. Will you have a celebrity/well-known spokesperson in your booth during the show?
6. What are your company's social media handles? Twitter? Facebook? Instagram?

Pls send answers to [info@thebackyardlivingexpo.com](mailto:info@thebackyardlivingexpo.com)